

PUBLIC INFORMATION & COMMUNICATION  
SERVICES (PICS) NIH – TASK ORDER

**RESTRICTED TO SMALL BUSINESS SET-ASIDE**

**RFTOP # 231**

**TITLE: OSPAC Logistical Support Task Order**

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## PART II CONTRACTOR'S REPLY TO RFTOP

### PART I – REQUEST FOR TASK ORDER (TO) PROPOSALS

#### A. Point of Contact Name

Lynn Salo

Phone: 301-435-6962

FAX: 301-402-3676

Proposal Address:

Billing Address:

CMB, NICHD  
Executive Bldg./Rm. 7A07  
6100 Executive Blvd., MSC 7510  
Bethesda, Maryland 20892-7510\*

Accounts Payable, OFM, NIH  
Bldg. 31, Room B1B39  
Bethesda, Maryland 20892-2045

\*Overnight/Hand Carry  
**6100 Executive Blvd., Rm. 7A07**  
**Rockville, Maryland 20852**

#### B. PROPOSED PERIOD OF PERFORMANCE

The Government anticipates awarding a multi-year (5 years, 60 months) Task Order, commencing on date of award. It is anticipated that the award will be made on or about January 24, 2005.

#### C. PRICING METHOD

The National Institute of Child Health and Human Development (NICHD) anticipates awarding a Task Order entitled “**OD Logistical Support Task Order**,” under the National Institute of Health (NIH) Information and Communication Services Indefinite Delivery Indefinite Quantity Contract (IDIQ). NICHD anticipates that the resultant award of the Request for Task Order Proposal (RFTOP) will be performance based cost-plus-award fee.

This Task Order includes a variety of logistical support functions including, but not limited to: support for expert panels, advisory groups, task forces, workshops, strategic planning and research agenda meetings, drafting, editing, and disseminating finalized materials emanating from these meetings, preparing technical scientific reports, and synthesizing scientific information. The nature of this Task Order is such that some of the activities described in the Statement of Work will be on going throughout the life of this Task Order and others will require quick turnaround responses for discrete work products as defined in individual work

orders that will flow from any of the three task areas described in the statement of work.

In performing this Task Order, the Government anticipates the need for labor categories that may include but not limited to: Corporate Monitor, Project Manager, Meeting Planners and Assistants, Science Writer, Editors, Administrative Assistant, Web Developer/Designer, Graphics Manager, Database Manager, and Scientific Researcher.

## **D. PROPOSAL INSTRUCTIONS**

The following instructions establish the acceptable minimum requirements for the formatting and content of technical and business proposals, which are being submitted in response to this RFTOP. The Government discourages the submission of unnecessarily elaborate or lengthy proposals.

The proposal shall be prepared and submitted in two Volumes: Volume I – Technical Proposal and Volume II – Business Proposal. Each of these volumes shall be separate and complete in itself so that evaluation of one may be accomplished independently of the evaluation of the other. The Government will evaluate technical merit of proposals in accordance with the evaluation criteria set forth in **Part 1, F** below. It is essential that the Offeror address all evaluation criteria.

The RFTOP does not commit the Government to pay any costs for preparation and submission of a proposal. In addition, the Contracting Officer is the only individual who can legally commit the Government to the expenditure of public funds in connection with this proposed acquisition. The Government plans to make one award as a result of this RFTOP. While the Government is currently planning to make an award pursuant to this requirement, it should be noted that we reserve the right to make a single award, multiple awards, or no award at all to this RFTOP. All aspects of the proposals are subject to discussions, including technical approach, cost/fee and contractual terms and conditions. However, the Government reserves the right to make an award without discussions. In addition, the RFTOP may be amended or cancelled as necessary to meet the requirements of this program.

The proposal shall be signed by an official authorized to bind the Offeror's organization to perform, if a Task Order is awarded in response to this RFTOP. The same authorized official shall also sign Part II of the Task Order document (sample attached, last page of RFTOP). Please submit your entire proposal electronically, specifically your budget in Microsoft Excel to Ms. Lynn Salo ([ls59u@nih.gov](mailto:ls59u@nih.gov)). In addition, please submit ten (10) hard copies plus the original Technical Proposal and five (5) hard copies plus the original of your Business Proposal by 3:00 PM (local time), November 29, 2004. The Technical Proposal shall not exceed 75 pages (using a minimum font size of 10) excluding resumes, samples, and letters of commitment from subcontracts and/or consultants if applicable.

Lynn Salo, Contracting Officer  
NICHD, CMB  
Executive Building/Rm. 7A07  
6100 Executive Blvd., MSC  
Bethesda, Maryland 20892-7510\*

**\*Overnight/Hand Carry  
6100 Executive Blvd., Rm. 7A07  
Rockville, Maryland 20852**

In addition, please e-mail or include a disc containing your entire proposal to Ms. Lynn Salo ([ls59u@nih.gov](mailto:ls59u@nih.gov)) by **3:00 P.M. (local time), November 29, 2004.**

**NOTE #1:** All questions concerning the RFTOP and the SOW must be submitted electronically in writing to Ms. Lynn Salo ([ls59u@nih.gov](mailto:ls59u@nih.gov)) no later than November 1, 2004.

**NOTE #2:** In accordance with the Government Performance and Results Act of 1993 (PL 103-62), the requirement for communication support services for the National Institute of Child Health and Human Development (NICHD) is presented as a Performance Based Statement of Work (SOW). Performance measures for the requirement are found within each task area and a Sample Performance rating can be found following the Statement of Work. The NICHD's use of performance-based contracting will enhance the ability of the Offeror meet the needs of the Institute.

**NOTE #3:** The Government will evaluate proposals in accordance with the evaluation criteria set forth in **Part I, F.** below. It is essential that Offerors address all evaluation criteria. **A limit of 75 pages, using a minimum font size of 10, (excluding resumes, samples, and letters of commitment from subcontractors and/or consultants if applicable) has been placed upon the Technical Proposal.**

**NOTE #4:** The term **"Task Order"** refers to the over all request under this RFTOP. The term **"Work Order"** refers to a specific request for services under any of the Task areas under the Task Order. The RFTOP is a Task under the NIH wide IDIQ for Public Information and Communications Support.

**NOTE #5: Technical Discussions** The Offeror is requested to put all technical discussions of their proposal in the context of NICHD. This will enable the ad-hoc reviewers to assess the Offeror's understanding of NICHD's needs and requirements.

1a. Technical Proposal, **Volume I**

The Technical Proposal will include information on how you would organize, staff, and manage the project. Provide information that demonstrates your understanding and management of important events or tasks and explain

how you would manage and coordinate staffing, which may include consultants and/or subcontractors.

The Technical Proposal should include a list of names and proposed duties of the professional personnel, consultants, and key subcontractor employees assigned to the project. Include resumes and information about education, background, expertise, and experience for each person listed. The proposed staff hours for each of the above individuals should be allocated against each task or subtask for the project. The Technical Proposal should provide a chart of the hours for each person by task or subtask. It would be helpful to the NICHD reviewers if this chart followed the discussion of the task or subtask. (This information should also be presented in a spreadsheet format as part of the Business Proposal).

The Technical Proposal should discuss the general background, experience, and qualifications of your organization, as well as current or proposed facilities, electronic systems, and equipment that you will use to perform this Task Order.

The Technical Proposal should also fully describe the technical and administrative aspects of accomplishing each task and should include a discussion of your company's experience with similar work. Proposals that merely offer to perform the task as stated in the Statement of Work (SOW) will be considered non-responsive and therefore, unacceptable by the Government.

Specifically your proposals should discuss the following when addressing the three (3) major task areas, (See SOW):

1. *Management and Administration* -- Describe in detail the management and capabilities of your firm. Demonstrate the ability of key personnel to supervise, monitor, and manage all aspects of the requirements laid out in the SOW. Include a staffing plan that provides full support for the requirements of the Task Order, as well as a plan to temporarily increase the availability of highly qualified scientific writers to record and summarize the discussions of large scientific meetings with multiple breakout sessions.

2. *Writing, Editing, and Translation of Public Education Materials* -- Describe in detail how you will: 1) develop, write, edit, and format a variety of technical reports- that may require synthesizing and interpreting complex scientific and technical information- into clear, grammatically correct, and easy to read language; 2) compile abstracts, meeting minutes, or subcommittee reports and recommendations from several sources; edit them for content, grammar, and spelling into a one-voice document. Describe the technology you will use to develop, design, and format page layouts and graphics, and the staff who will design and adapt reports for posting on the NICHD web site.

3. *Logistical Planning for Advisory, Task Force, Strategic Planning, and Evaluation Meetings*—Describe in detail how you will search for and obtain meeting space for meetings of various sizes and requirements, at locations convenient and accessible to NIH and out-of-town, and disabled participants. Describe how you will negotiate to obtain the best price for the Government, and how you will conduct all aspects of meeting planning, such as: developing participant rosters; preparing agendas, invitations, speaker instructions, and follow-up correspondence; handling registration and meeting support; processing travel; and other tasks described in the SOW related to meeting planning. Describe how you will plan, organize, and conduct teleconferences and other pre-meeting communications among the meeting planners to: before the meeting- identify questions and set meeting agendas, and, after the meeting- to review and provide input into the proceedings and other outcome documents. You may use up to three examples of past meetings you have planned to demonstrate the depth and diversity of your meeting planning experience. In addition, discuss how you will ensure database security or prevent unauthorized third party access to the data. This would include both the security of personnel data that is being transferred to the Government and the removal or transfer of any other electronically stored information.

#### 1.b Technical Proposal, Personnel

The proposal should specify the names and categories of personnel proposed to complete this project, their proposed duties, and the amount of time they will be assigned to Tasks set forth in this requirement. Include an organizational chart that displays responsibilities and relationships of all professional project personnel. Include resumes of key personnel and, at a minimum, include information on education, background, recent experience and expertise, which is relevant to the specific requirements of this RFTOP.

##### a. Project Manager (key personnel)

Documented evidence of experience in managing and administering multiple simultaneous requirements which may include but are not limited to: writing and editing technical scientific reports and logistical planning for advisory, task force, strategic planning, and evaluation meetings. Demonstrate that this individual has the requisite experience to supervise the performance and ensure the quality of multiple open Work Orders at one time.

##### b. Work/Project Coordinator (key personnel)

It is anticipated that every Work Order will have a separate Coordinator. Therefore, demonstrate that you have Coordinators who have experience in one or more of the task areas listed in the SOW. It is important that all areas be covered in the Technical Proposal.

c. Senior Science Writer/Editor (key personnel)

A senior science writer with documented evidence of experience in the range of scientific and technical writing skills described in the SOW, including: preparing technical meeting summaries and other reports, preparing science advances, compiling abstracts or subcommittee reports and recommendations from several sources and editing them into one document that reads consistently and is grammatically correct. Include samples of scientific reports, or other science documents, prepared by the proposed senior science writer and staff science writers. Samples represent a variety of reports and demonstrate different media formats (e.g., information on a website, brochure, and technical report).

d. Meeting Planner (key personnel)

A Senior meeting planner with documented evidence of experience in planning large meetings with plenary and multiple breakout sessions, negotiating conference package deals, supporting meeting participant travel and processing travel reimbursements according to the Federal Travel Regulations, and performing the meeting management requirements- before, during, and after the conference- as specified in the SOW. Describe a large and/or complex meeting that this senior meeting planner organized with key elements that made the meeting unique or particularly challenging. Describe what steps you took to overcome the challenges.

e. Staff Writers/ Editors

Documented evidence of staff with experience in biomedical, biological, and behavioral/social science writing and editing for scientific audiences, Congressional members and staff, and the general public.

f. Administrative Staff

Documented evidence of staff with experience in support and staff functions described in the SOW including: meeting planning, writing, editing, and document preparation.

g. Design Staff

Documented evidence of staff with experience in providing design, layout, and illustration support for creating strategic plans; meeting minutes and summary reports; Congressional reports and other documents; and announcements, agendas, and other meeting planning materials. Include samples of a range of graphic work.

h. IT Support Staff

Documented evidence of staff with experience in developing basic electronic databases of conference participants and their contact information and in developing simple web sites to provide information about upcoming meetings, to register participants, and to post meeting reports and documents. Describe interactive Websites that your Information Technology (IT) staff has developed that allow meeting planners or participants to provide electronic input into meeting planning or reports generated as a result of the meeting.

1c. Corporate Expertise

For the purposes of this Task Order, NICHD is seeking organizations possessing expertise and experience in the following areas:

- conference planning and supporting large meetings and workshops;
- scientific and non-scientific writing and editing and word processing; capabilities for securing the services of high quality science writers for high demand assignments;
- constructing reports of expenditures and ensuring that all Task Orders stay within budget;
- subcontracting for services without major delay in the performance timelines or without reduction in quality of services; and
- managing IT systems.

1d. Facilities and Resources

Provide documentation of availability of adequate facilities, electronic systems, equipment, and resources necessary to conduct this project.

2. Business Proposal, **Volume 2**

- (1) The Business Proposal should contain sufficient information so that the Government can perform an analysis of the proposed cost or price of the work. The Contractor should furnish a complete unit and estimated cost breakdown for each of the five years of the Task Order. Spreadsheets for each task area have been provided for your use. For each year, state the estimated number of hours, unburdened wage rate for each category, fringe and indirect rates, General & Administration (G&A) rate, profit, and any other costs applicable under the accounting system utilized.

**NOTE #6:** The Government intends to award a Cost-Plus Award-Fee Task Order. Information relating to “Performance Standards and the Quality Surveillance Plan” can be found in the SOW.

Cost proposals should provide labor categories and the estimated number of hours that correspond to each task/subtask as shown in **Part II - Statement of Work**. Additionally, the cost proposal should include material costs, if any, subcontracting/consulting costs, if any, travel, publishing services, communications, etc, as applicable.

(2) Proposal Spreadsheet and Cover Sheet

The NICHD is providing an electronic spreadsheet format in MS Excel that the Offeror should use in preparing the budget. It is attached as **Offerorspsh.xls**. One copy of the spreadsheet should be provided electronically to the e-mail address [ls59u@nih.gov](mailto:ls59u@nih.gov). In addition to your cost proposal, a cover sheet should include the following information:

1. RFTOP Number;
2. Name and address of Offeror;
3. Name and telephone number of point of contact;
4. Other records directly pertinent to the information requested or submitted;
5. Date of submission; and
6. Name, title, and signature of authorized representative.

In order for the Government to review your cost and pricing methodology and to verify the accuracy of the data provided, submit a detailed budget for all of the task areas as set forth in the SOW. In providing the budget you should clearly state what assumptions you made in arriving at the costs for each task area.

(3) Additional Proposal Details

- a. At a minimum, you should submit a cost proposal fully supported by cost information in sufficient detail to allow the Government to complete a cost realism analysis to establish the reasonableness of your proposed costs.
- b. You should provide a complete unit and total cost breakdown for each year of the proposed Task Order, which corresponds to each Task/Subtask as shown in **Part II, D - Statement of Work**.
  - 1) You should provide the following details as part of the cost proposal in addition to any other requirements for cost detail required by this RFTOP.
    - (a) For labor estimates, the current hourly or annual rates and the dates and periods to which rate increases apply. **Explain in**

**detail your policy concerning merit or cost-of-living increases. Also provide a copy of any written policy regarding merit of cost-of-living increase**

- (b) A copy of your organization's current indirect cost rate agreement.
- c. Additionally, include the costs for individual elements, such as studies, reports, etc., subcontracting costs, and travel, as applicable:
  - 1) For the purposes of detail, indicate whether the estimated costs accounts for any cash discounts, trade discounts, rebates, or allowances, etc. All travel expenditures will be reimbursed in accordance with Federal Travel Regulations (FTR). When providing travel estimates, propose an average cost of travel and document your methodology for developing that estimate. Identify any current and/or existing relationships with a travel agency that is used to determine the travel cost estimates.
  - 2) Explain the basis for estimates for material, supplies, equipment, etc. **Please be advised that the NICHD will not provide funding for purchasing or leasing general purpose or IT equipment.**
- d. The Government anticipates awarding a Cost-Plus Award- Fee Task Order; therefore your proposal should include a recommended **base fee** not to exceed 2% and a recommended **award fee**, based upon the matrix set forth in Part I, Section E entitled *Performance Evaluation Plan* for completing this effort.

## **E. EVALUATION OF PROPOSALS**

The NICHD intends to evaluate all proposals received using an ad-hoc Technical Review Group. Each Offeror whose written proposal is deemed by the NICHD staff to closely meet the requirements of this RFTOP may be given the opportunity to make an Oral Presentation lasting no more than one hour. The Oral Presentation should include a specific example of the Offeror's ability to provide the requirements in Task areas 2 and 3 of the Statement of Work. All slides or other media used in the Oral Presentation should be made available to the Contracting Officer at least 48 hours before the date for the presentation, but should not be included as part of your original written proposal. The number of copies of materials to be provide at

the Oral Presentation will be indicated as part of the written notice confirming the date of the Oral Presentation. Those proposals that are not in the competitive range will not be given an opportunity to give an Oral Presentation.

The Business Proposal should provide a detailed explanation of the labor categories proposed, direct labor hours, and other direct costs, and include a justification for each item. Include any current negotiated Federal Government Rate Agreements. The evaluation of the proposed costs will not receive a numerical score but will be considered as part of the overall evaluation. The Government will perform a cost analysis utilizing appropriate techniques and procedures.

#### Past Performance

The proposal should demonstrate recent experience in managing similar contracts or related work of comparable technical complexity. The Government is seeking to determine whether the Offeror has consistently demonstrated a commitment to customer satisfaction and timely delivery of high quality products and services. Submit three Past Performance Evaluations on comparable projects completed during the past three years and include the name and telephone number of the technical point of contact. If applicable, one of these evaluations should be on a contract currently in progress that is similar in nature to this SOW. (A Past Performance Evaluation Form is attached in the electronic files called **Questionnaire.doc** [5 pages]). **NOTE: If you have already been evaluated and your evaluation is in the NIH Past Performance System, provide all the information needed so that the Government can access the evaluation. At a minimum, provide the contract number, the name of the Institute, name of Project Officer, and the name of the Contracting Officer.** The Past Performance will be evaluated by the NICHD as a factor in deciding which organizations are placed in the competitive range.

## **F. EVALUATION CRITERIA**

All aspects of the proposals are subject to discussions, including technical approach, cost/fee and contractual terms and conditions. However, the Government reserves the right to make an award without discussions. Therefore, it is important that your proposal be submitted initially on the most favorable terms from both the technical and price standpoint. Proposals submitted in response to this RFTOP will be evaluated in accordance with the evaluation criteria stated below. You are advised that technical merit and past performance are considered to be more important than cost in the Government's Source Selection criteria for this Task Order. In any event, the award will be made to the Offeror whose proposal offers the best overall value to the Government considering all three factors.

### **F.1 Technical Approach and Understanding of the NICHD Requirement (50 points)**

Demonstrates knowledge and understanding of the biomedical and behavioral/social science research community, NIH operations, and the NICHD scientific programs and mission; proposes an experienced approach that relies on realistic, cost-effective and knowledgeable approaches to the requirements of the Statement of Work. **(15 points)**

Demonstrates the ability to provide the range of support services described in the SOW, including the ability to meet multiple and concurrent project deadlines, to provide additional experienced professional staff as needed, to provide rapid responses to the Government's request, and to stay within budget. **(15 points)**

Demonstrates creativity and innovation in the technical approach to provide conference administrative support services for large and small scientific meetings and conferences, to include reasonable accommodations for disabled attendees. **(10 points)**

Demonstrates the ability to understand the intent and to prepare highly professional, concise, and accurate scientific reports and documents for diverse audiences, often within very short time frames. **(10 points)**

### **F.2 Qualifications and Experience of Personnel (40 points)**

Demonstrates that proposed Project Manager has at least three (3) years of experience managing support contract activities for similar efforts equal to the size and complexity of this project **(10 points)**

Demonstrates the availability of staff with the range of skills necessary to meet the needs described in the SOW and the ability to offer staff continuity; proposes a clear operational plan for assigning experienced staff who can interpret NICHD program needs and translate them into a coordinated support team effort **(20 points)**

Demonstrates the availability of individuals with specialized expertise and at least three (3) years of experience in the following areas: **(10 points)**

- biomedical, biological, and behavioral/social science writing and editing for scientific communities, Congressional members and staff, the general public, and the print and electronic media;
- planning large, complex meetings and conferences for audiences composed of Federal and public participants, arranging conferences packages with hotels in the Washington, D.C. metropolitan area, and complying with Federal travel regulations.

### **F.3 Management, Organization and Facilities (10 points)**

Demonstrates availability of corporate facility resources necessary to provide the support services described in the SOW; demonstrates that the senior management of the organization will support this project and will make resources available to it, including, but not limited to: word processing; photocopying; graphic arts equipment and facilities, including audio visual, facsimile, slide/overhead production equipment (including color printers); computer hardware and software compatible with the NICHD's, electronic mail, and courier services **(5 points)**

Demonstrates the capability to provide financial and program reports as required in Section E, SOW--"Reporting Requirements," including the capability to:

- provide monthly, yearly, and other reports;
- report costs segregated by Task/Work Order;
- notify the PO/CO when costs near 75% of the estimated costs for each Work Order; and
- project the cost necessary to complete the Work Order. **(5 points)**

**G. PROPOSAL RESPONSE DUE DATE**

Please submit an electronic version of your proposal to Ms. Lynn Salo ([ls59u@nih.gov](mailto:ls59u@nih.gov)). In addition, please submit ten (10) hard copies plus the original Technical Proposal and five (5) hard copies plus the original of your Business Proposal by 3:00 PM, November 29, 2004.

**H. PERFORMANCE EVALUATION**

All Work Orders under this Task Order will be awarded on a cost-plus-award-fee basis. The fee will incorporate a fixed fee of 2%. The remainder of the maximum fee, the incentive or "award" fee, will be earned based on the evaluation plan and rating scheme, similar to the one below, that will be placed in each work order.

ADJECTIVE OF RATING	DEFINITION OF RATING	NUMERIC RATING	AWARD FEE AMOUNT
Superior	Contractor's performance exceeds standards by a substantial margin, and the monitor can cite few, if any, areas for improvement – all of which are minor.	100 – 96.0*	Award amount based on points earned. Superior Performance earns 100% of Available Award Fee
Excellent	The Contractor's performance exceeds standard, and although there may be several areas for improvement, these are more than offset by better performance in other areas.	95.9 – 91.0*	Award amount based on points earned. Excellent Performance earns 85% of Available Award Fee
Good	The Contractor's performance is		Award amount based

	standard and areas for improvement are approximately offset by better performance in other areas.	90.9 -- 85.0 *	on points earned. Good Performance earns 50% of Available Award Fee
Unsatisfactory	The Contractor's performance is less than standard by a substantial margin, and the monitor can cite many areas for improvement, which are not offset by better performance in other areas.	84.9 -- .0*	Unsatisfactory Performance earns no (\$0) Award Fee.

\*An Average of 84.9 or less, (Unsatisfactory) will result in no Award Fee for that six month rating period. An averaged score between 85.0 to 90.9 (Good) will result in 50% of Available Award Fee. An average of 91.0 to 95.9 (Excellent) will result in an award of 85% of the Available Award Fee, and an average of 96.0 to 100 (Superior) will result in award of 100% of the Available Award Fee. The Contractor and the Government agree that the award determinations are not subject to the Disputes Clause.

## I NECESSARY CONDITION

### I.1 Location of Performance

The Contractor's offices shall be located not more than 50 miles from Bethesda, Maryland, nor more than one hour's drive from NICHD offices in Bethesda, to facilitate the Contractor coming to the Project Officer's office, or satellite locations, at the National Institutes of Health, Bethesda, Maryland, on a regular basis and on short notice (as little as one (1) day advance notice), to discuss and review items of work to be assigned or already assigned but requiring revision. It may be assumed that meeting notice will be given by telephone or e-mail. Whenever possible, NICHD staff will schedule meetings in advance. If the Offeror does not currently have a facility that meets this requirement, the Offeror shall include as part of their proposal a letter of intent, indicating that if they receive this award, they will be able to establish an office that meets this requirement no later than 30 days after award.

### I.2 Hardware and Software Compatibility

The Contractor must have access to hardware and software to make all final deliverables compatible with the NICHD Internet sites and services and with software used by NICHD staff, both PC-based and Macintosh-based with no conversion required by NICHD recipient. This includes, but is not limited to:

- Corel Word Perfect, Microsoft Word, Microsoft Excel, Microsoft Power Point, Harvard Graphics, Reference Manager, Visual dBASE , Microsoft VISIO;
- Microsoft Access and possibly other related databases for Windows 2000;

- IBM formatted diskette(s) containing ZIP files, and FTP access to those ZIP files;
- Text files for HTML conversion that can be opened in: Microsoft Word 2000 and Word Perfect Office 2000 (includes Word Perfect 9) for Windows 2000;
- Graphics Images in a standard format, such as GIF and JPG formats as well as Adobe PDF files, when appropriate or requested; and
- Hard copy of images that are of suitable quality to be scanned to create a graphical image without any significant degradation of the image.

Requests for particular formatting may vary and change as NICHD technology is updated. Specific needs will be described in individual task orders and changes in NIH technology communicated to the Contractor verbally or in writing.

### **I.3 Hardware/Software Security and Licensing**

Information, computer systems, LANs, and other telecommunications systems at NIH (except those specifically identified by the Government) are considered highly critical/highly sensitive systems, as defined in the DHHS AISSP Handbook, and are to be treated accordingly. All commercial software used in the performance of this contract is to be properly licensed. Contractor personnel are not permitted to use Government equipment, software, or supplies for purposes other than performance of this contract. All policies concerning information security are applicable regardless of where performance occurs, specifically to include Contractor facilities and exhibit locations.

**Part III      Task Order Administration and  
Additional Clauses to be Incorporated as part of the Award**

**A.      *Statement of Work***

(TO BE PROVIDED UPON AWARD)

**B.      *Period of Performance***

The period of performance shall be \_\_\_\_\_.

**C.      *Deliverables and Technical Reporting Requirements***

(SEE SECTION E. OF THE STATEMENT OF WORK for additional details)

- a.      All deliverables shall be submitted to:

To Be Named

- b.      INVOICE SUBMISSION

- (1)     The Contractor shall submit an original and two (2) copies of it's invoice to:

Ms.Lynn Salo, Contracting Officer  
Contracts Management Branch, NICHHD  
6100 Executive Blvd., Suite 7A07  
Bethesda, MD 20892-7510\*

\*Hand Carry/Over Night address is: **Rockville, Maryland 20852**

Phone: 301-435-6962  
e-mail: salol@mail.nih.gov

- 2)     The Contractor agrees to include the following minimum information on its invoice:

- Contractor's Name and Address;
- Task Order Number;
- Invoice Number;
- Description of Services (including the hours, labor category and specific task);
- Invoice Period;
- Payment terms; and
- Taxpayer Identification Number (TIN).

**D.      *ESTIMATED COST, FIXED FEE AND AWARD FEE***

1.      The Government's maximum obligation, represented by the sum of the estimated cost,

fixed-fee, and award fee is \_\_\_\_\_.

2. Total funds currently available for payment and allotted to this contract are \_\_\_\_\_, of which \_\_\_\_\_ represents the estimated costs, \_\_\_\_\_ the fixed-fee and \_\_\_\_\_, the possible award fee. For further provisions on funding, see the LIMITATION OF FUNDS clause in the Terms and Conditions of the Base contract incorporated herein.
3. The total estimated cost (exclusive of any fees) of this Task Order is \_\_\_\_\_. With the award of the Task Order, the Contractor has \_\_\_\_\_ available during the current performance period with a remainder of \_\_\_\_\_ available for estimated costs.
4. The fixed-fee for the funding of this Task Order is \_\_\_\_\_. With the award of the Task Order, the Contractor has \_\_\_\_\_ available during the current performance period with a remainder of \_\_\_\_\_ available for fixed fee during Task Order performance. The payment of the fixed fee shall be pro-rated in equal monthly payments, twenty four months and twelve months, respectively.
5. The maximum amount of Award Fee that may be earned under the Task Order is \_\_\_\_\_. With the award of the Task Order, the Contractor has \_\_\_\_\_ available during the current performance period with a remainder of \_\_\_\_\_ Award Fee available during Task Order performance. Award fee earned shall be based upon an evaluation and determination by the Government as to the Contractor's level of performance in accordance with the following procedures:
  - a. The Contractor's performance shall be evaluated on a semi-annual basis, (every six months, \_\_\_\_\_) during the period of the Task Order. The Award Fee amounts will be based upon the total billed during each six month period. The chart in paragraph F. below, is the anticipated amount available during each Period of Performance.
  - b. The criteria set forth in the Quality Assurance Surveillance Plan, included in SECTION E, Column 3 below, shall be used to evaluate the Contractor's performance.
  - c. The Contractor further agrees that the Contracting Officer, taking into consideration an analysis and evaluation of the Contractor's performance made by the Award Fee Evaluation Group described in "AWARD FEE", will make the final determination regarding the amount of Award Fee earned. This determination shall not be subject to the terms of the "Disputes" clause of the Contractor's Base contract. The Contractor shall be advised in writing of the decision setting forth reasons why the Award Fee was earned, or why it was not earned, in order that the Contractor may improve its performance during the next six (6) months, if the latter is applicable.
  - d. Notwithstanding any other provisions of this Task Order, the fee for performing Task Order shall not exceed the statutory limitations prescribed in the first sentence of Section 304(b) of the Federal Property and Administrative Services Act (41 U.S.C. 254(b)) for services other than research, development or experimental work.
6. The amounts negotiated for this contract are as follows:

Period of Performance	Estimated Cost	Fixed Fee	Award Fee Possible	Total Est. Cost Plus Fees
TOTAL				

G. It is estimated that the amount currently allotted will cover performance of the contract through \_\_\_\_\_.

### **E. PERFORMANCE STANDARDS AND QUALITY SURVEILLANCE PLANS**

The information contained in the following chart, Column 1 & 2 “Objectives” is non-negotiable; however, the Government will consider re-negotiating with the Contractor, Columns 3 during performance of the Task Order, if it is determined that the standards should be modified.

<b>Objective</b>	<b>Measure</b>	<b>Standard and Quality Surveillance Plan</b>
<b><u>Task 1: Management and Administration</u></b>	1. Quality and timeliness	<ol style="list-style-type: none"> <li>1. For 100% of Work Orders, PM assures that the deliverables are accurate, error-free, completed within budget, and submitted according to timelines specified in this Task Order and in each Work Order.</li> <li>2. 100% of monthly reports provide evidence that PM manages and controls costs (within Contractor control) such that funds budgeted for each Task Area cover services throughout the length of the Task Order, and that PM is proactive in suggesting feasible time- and cost-saving measures.</li> </ol>
<b><u>Task 2: Writing and editing technical and scientific reports</u></b>	• Quality and timeliness	<ol style="list-style-type: none"> <li>1. Simple writing assignments, such as meeting invitations, meeting announcements, and speaker thank-you letters will require no more than one revision 95% of the time. More complicated writing assignments that require compilation of scientific information or synthesis of concepts, such as meeting minutes, proceedings, and scientific reports, will require no more than three drafts, including two revisions, 95% of the time.</li> <li>2. Meeting minutes and summaries will accurately and concisely capture key</li> </ol>

		<p>aspects of the discussion, findings, and recommendations of the meeting participants. Technical/ scientific reports or assignments will: a) accurately translate the scientific findings; b) synthesize and capture key concepts and implications; c) provide appropriate references; and d) comply with the purpose of the report 95% of the time.</p> <p>3. All reports will be well organized, well written, use plain language, be objective and unbiased, comply with report format requirements, and be free of spelling and grammatical errors 95% of the time.</p>
<p><b><u>Task 3: Logistical planning for advisory, task force, expert panel, and strategic planning meetings</u></b></p>	<ul style="list-style-type: none"> <li>• Quality and timeliness</li> <li>• Knowledge of Federal Travel Regulations, hotels and meeting facilities within the Greater D.C. metro area</li> <li>• Knowledge of NIH and NICHD policies and practices</li> </ul>	<ol style="list-style-type: none"> <li>1. Meetings are planned promptly and deadlines as set forth in each Work Order are met without loss of quality. Travel arrangements are made and reimbursed according to the Federal Travel Regulations.</li> <li>2. Invitation letters, agendas, meeting minutes, summaries and other support materials are prepared accurately and require no more than one revision 95% of the time.</li> <li>3. Meetings are planned within the original budget, with increases only for pre-approved and unforeseen circumstances 100% of the time.</li> </ol>

**F. AWARD FEE – Evaluation Guidelines and Procedures for a Performance-based Cost Plus Award Fee (PBCPAF) Task Order**

**a) Purpose and Results Desired**

1. The purpose of this document is to establish a proposed procedure for evaluating a Contractor’s performance to provide logistical and administrative support to the OSPAC, NICHD. The evaluation will be conducted on a semi-annual basis, (i.e., twice a year) and the Contractor’s Award Fee will be based on the quality of services provided, inclusive of deliverables, using a numerical scale from 0 to 100.
2. The Agency’s decision to pay or not to pay Award Fee in no way alters the Contractor’s responsibilities to perform any functions or produce any deliverables required by the Task Order awarded. The Agency’s decision to pay or not to pay an Award Fee in no way alters the Department’s obligation to pay the Contractor for satisfactory deliverables in accordance with the Task Order award. Award Fee is available for services and products identified in the Quality Assurance Surveillance Plan, noted herein.
3. The Contracting Officer (CO) and the PO shall determine whether a product/service is delivered on time and within budget. If it is deemed to be on time and within

budget, it will be evaluated for quality by an Award Fee Evaluation Group (Group). The Group will consist of the OSPAC PO and CO, and possibly other Government officials or non-Government personnel (depending on specific expertise specified by the PO and approved by the CO. Each member of the Group will evaluate the quality of the deliverable using a numerical rating scale from 0 to 100. The scale will be defined as follows:

<b>ADJECTIVE OF RATING</b>	<b>DEFINITION OF RATING</b>	<b>NUMERIC RATING</b>	<b>AWARD FEE AMOUNT</b>
Superior	Contractor's performance exceeds standards by a substantial margin, and the monitor can cite few, if any, areas for improvement – all of which are minor.	100 – 96.0*	Award amount based on points earned. Superior Performance earns 100% of Available Award Fee
Excellent	The Contractor's performance exceeds standard, and although there may be several areas for improvement, these are more than offset by better performance in other areas.	95.9 – 91.0*	Award amount based on points earned. Excellent Performance earns 85% of Available Award Fee
Good	The Contractor's performance is standard and areas for improvement are approximately offset by better performance in other areas.	90.9 -- 85.0*	Award amount based on points earned. Good Performance earns 50% of Available Award Fee
Unsatisfactory	The Contractor's performance is less than standard by a substantial margin, and the monitor can cite many areas for improvement, which are not offset by better performance in other areas.	84.9 – .0*	Unsatisfactory Performance earns no (\$0) Award Fee.

4. Each member of the Group will give the product a numerical rating and those ratings will be averaged. An Average of 86.9 or less, (Satisfactory/Unacceptable) will result in no Award Fee for that six month rating period. An averaged score between 87.0 to 90.9 (Good) will result in 50% of Available Award Fee. An average of 91.0 to 95.9 (Excellent) will result in an award of 85% of the Available Award Fee, and an average of 96.0 to 100 (Superior) will result in award of 100% of the Available Award Fee. The Contractor and the Government agree that the award determinations are not subject to the Disputes Clause.
5. The overall purpose of this performance-based Task Order is to provide a strong incentive and maximum flexibility for the Contractor to achieve superior performance, allowing the Contractor flexibility in performing the work, and encouraging cooperation with the Government. All evaluations will be performed with this purpose in mind. Criticism should be constructive in all points and should be directed toward improvement of technical, management, and administrative conformance with Government objectives and requirements.
6. On the part of the Government, it is anticipated that the operations of the Group will be to establish and maintain a working relationship with the Contractor that will be conducive to a good business environment and stimulate the free exchange of

relevant information. The Group's operation will provide for the establishment of priorities and relative importance of the elements of the work performed.

7. The Group will include with their numerical evaluation, corresponding narrative, which supports their scores. In developing remarks, the primary frame of reference will be the trend in level of performance throughout the evaluation period. Specific examples of performance may be used for clarification and emphasis. Remarks will explain reasons for an increase or decrease in the rating as well as justification for the ratings.

**b) Responsibilities of the Award Fee Evaluation Group**

The Award Fee Evaluation Group will evaluate the Contractor's technical achievements on a semi-annual basis using the various sources of performance information available.

**c) Award Mechanism**

The award fee will be made semi-annually. The CO will inform the Contractor of the amount of the semi-annual award (**based upon the current six months billed expenditures**) along with the narrative explanation of the basis for the award. The payment of the Award Fee will be made after a written administrative change order is prepared and signed by the CO and an invoice is received from the Contractor for such award fee.

**G. Authorities of Government Personnel**

Notwithstanding the Contractor's responsibility for total management during the performance of this Task Order, the administration of the Task Order will require maximum coordination between the Government and the Contractor. The following individuals will be the Government's points of contact during the performance of this Task Order:

1. Contracting Officer -- Administration

All administration shall be performed by:

Ms. Lynn Salo, Contracting Officer  
Contracts Management Branch, OAM, NICHD  
Room 7A07  
6100 Executive Blvd., MSC 7510\*  
Bethesda, Maryland 20892-7510\*

\*Hand Carry/Overnight Delivery Address  
6100 Executive Blvd.  
**Rockville, Maryland 20852**

Phone: 301-435-6962  
FAX: 301-402-3676  
e-mail: salol@mail.nih.gov

2. Project Officer – Technical Monitoring

All technical direction of this Task Order shall be performed by:

To Be Named

The type of actions within the purview of the Project Officer's authority are to assure that the Contractor performs the technical requirements of the task order and to notify both the Contractor and the Contracting Officer of any deficiencies observed. A letter of designation shall be issued to both the PO and the Contractor at the time of task order award setting forth in full the responsibilities and limitations of the PO. Performance of the work under this Task Order shall be subject to the technical monitoring of the PO. The term "Technical Monitoring" is defined to include, without limitation, the following:

- a. Technical directions to the Contractor that redirect the contract effort, shift work emphasis between work areas or assignments, require pursuit of certain lines of inquiry, fill in details or otherwise serve to accomplish contractual scope of work.
- b. Providing information to the Contractor for assistance in the interpretation of drawings, specifications or technical portions of the work description.
- c. Review and, where required by the task order, approval of technical reports, drawings, specifications and technical information to be delivered by the Contractor to the Government under the task order.

Technical direction must be within the general scope of the work stated in the Task Order. The Project Officer does not have the authority to, and may not issue, any technical direction which: (i) constitutes an assignment of additional work outside the general scope of the order; (ii) constitutes a change as defined in the Task Order clause entitled "Changes"; (iii) in any manner causes an increase in the total Task Order cost or the time required for delivery order performance; or (iv) changes any of the expressed terms, conditions, or specifications of the Task Order.

All technical directions shall be issued in writing by the Project Officer or shall be confirmed by him/her in writing within five (5) working days after issuance.

The Contractor shall proceed promptly with the performance of technical directions duly issued by the Project Officer in the manner prescribed within his authority under this provision.

If, in the opinion of the Contractor, any instruction or direction issued by the PO is within one of the categories as defined in (i) through (iv) above, the Contractor shall not proceed, but shall notify the Contracting Officer in writing within five (5) working days after the receipt of any such instruction or direction and shall request the Contracting Officer to modify the Task Order accordingly. Upon receiving such notification from the Contractor, the Contracting Officer shall issue an appropriate delivery order modification or advise the Contractor in writing that, in his opinion, the technical direction is within the scope of this article and does not constitute a change under the Changes Clause of the task order. The Contractor shall thereupon proceed immediately with the direction given. A failure of the parties to agree upon the nature of the instruction or direction or upon the Task Order action to be taken with respect thereto shall be subject to the provisions of the Task Order clause entitled "Disputes." per the Terms and Conditions of the Base contract.

## **H. KEY PERSONNEL**

Key Personnel are those employees considered essential to the work being performed under this Task Order. Prior to removing, replacing, or diverting the specified individual, the Contractor shall notify the Contracting Officer reasonably in advance and shall submit justification (including proposed substitutions) in sufficient detail to permit evaluation of the impact on the task order. No diversion shall be made by the Contractor without the written consent of the Contracting Officer, provided that the Contracting Officer may ratify in writing changes made due to events beyond the control of the Contractor and such ratification shall constitute the consent of the Contracting Officer required by this clause.

Examples of events beyond the control of the Contractor are (1) prolonged sickness, (2) termination of employment, and (3) death. Key personnel, with the consent of the Contracting Officer, may be amended from time to time during the course of the delivery order to either add or delete personnel, as appropriate.

Name

Title

Project Manager  
Writer/Project Coordinator  
Senior Science Writer  
Meeting Planner

**PART II - CONTRACTOR'S REPLY:**

RFTOP# 231

**TITLE: NICHD OD Logistical Support Task Order**

**CONTRACT #263-01-D-0\_\_\_\_\_ TO # NICS**

Contractor:

Points of Contact:

**A. Phone- Fax-**

Address:

**TOTAL ESTIMATED COST:**

**Pricing Method**

TOTAL ESTIMATED NUMBER OF HOURS:

PROPOSED COMPLETION DATE:

FOR THE CONTRACTOR:

\_\_\_\_\_  
**Signature**

\_\_\_\_\_  
**Date**

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**SOURCE SELECTION:**

WE HAVE REVIEWED ALL SUBMITTED PROPOSALS HAVE DETERMINED THIS FIRM SUBMITTED THE BEST OVERALL PROPOSAL AND THE PRICE/COST IS REASONABLE.

**Billing Reference #** \_\_\_\_\_

Appropriations Data: \_\_\_\_\_

(ATTACH OBLIGATING DOCUMENT IF AN ROC WILL NOT BE USED.)

RECOMMENDED:

\_\_\_\_\_  
FAX #

\_\_\_\_\_  
Signature - Project Officer

\_\_\_\_\_  
Date

APPROVED:

\_\_\_\_\_  
FAX #

\_\_\_\_\_  
Signature - Contracting Officer

\_\_\_\_\_  
Date

**NIH APPROVAL -**

CONTRACTOR SHALL NOT EXCEED THE ESTIMATED LABOR HOURS OR ESTIMATED TASK ORDER AMOUNT WITHOUT THE WRITTEN APPROVAL OF THE CONTRACTING OFFICER & PICS COORDINATOR

APPROVED:

\_\_\_\_\_  
Signature -Larry Manning, NIH-PICS Coordinator

\_\_\_\_\_  
Date

**PROPOSAL INTENT RESPONSE SHEET**

RFTOP No. #231

PLEASE REVIEW THE ATTACHED REQUEST FOR PROPOSAL. FURNISH THE INFORMATION REQUESTED BELOW AND RETURN THIS PAGE BY THE EARLIEST PRACTICABLE DATE. YOUR EXPRESSION OF INTENT IS NOT BINDING BUT WILL GREATLY ASSIST US IN PLANNING FOR PROPOSAL EVALUATION.

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DO INTEND TO SUBMIT A PROPOSAL

DO NOT INTEND TO SUBMIT A PROPOSAL FOR THE FOLLOWING REASONS:

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COMPANY/INSTITUTION NAME:

AUTHORIZED SIGNATURE:

TYPED NAME AND TITLE:

DATE:

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RETURN TO:

National Institutes of Health  
National Institute of Child Health and Human Development  
6100 EXECUTIVE BLVD MSC 7510  
BETHESDA, MD 20892-7510

Attention: Lynn Salo, Contracting Officer

OR FAX TO:

**Lynn Salo**  
**401-402-3676**

**PLEASE SUBMIT BY November 15, 2004**